

**AMENDMENTS TO THE CLAIMS:**

The following listing of the claims replaces and supersedes all previous listings.

1-35. (Cancelled).

36. (Currently Amended) A computer-implemented method for the electronic distribution of advertisements, said method comprising:

- a. generating, by a computer, a shell electronic greeting card including a primary message which a user wishes to convey to at least one recipient;
- b. modifying, by a computer, said shell electronic greeting card to generate a modified electronic greeting card which includes an advertisement integrated into said shell electronic greeting card, said advertisement including information regarding at least one consumer product, said advertisement being integrated into the shell electronic greeting card such that when seen the advertisement may be perceived by said at least one recipient as part of said modified electronic greeting card without interfering with said primary message of said electronic greeting card; and
- c. electronically transmitting by a computer and via the Internet the modified electronic greeting card to said at least one recipient.

37. (Currently Amended) The computer-implemented method as claimed in claim 36, further comprising said shell electronic greeting card providing a primary message related to at least one of the following: an invitation to an event; a holiday, a life event, or a general greeting.

38. (Currently Amended) The computer-implemented method as claimed in claim 36, further comprising providing said primary message within at least one message region within said shell electronic greeting card.

39. (Currently Amended) The computer-implemented method as claimed in claim 38, further comprising providing said advertisement within at least one advertisement region within said modified electronic greeting card.

40. (Currently Amended) The computer-implemented method as claimed in claim 36, wherein electronically transmitting by a computer and via the Internet further comprises sending said modified electronic greeting cards using email; text messaging; or facsimile.

41. (Currently Amended) The computer-implemented method as claimed in claim 39, wherein said at least one advertisement region is fixed in relation to said at least one message region.

42. (Currently Amended) The computer-implemented method as claimed in claim 39, wherein said at least one advertisement region is mobile in relation to said at least one message region.

43. (Currently Amended) The computer-implemented method as claimed in claim 39, further comprising providing said at least one advertisement region containing at least one image related to the consumer product.

44. (Currently Amended) The computer-implemented method as claimed in claim 39, further comprising providing said at least one advertisement region containing at least one hyperlink.

45. (Currently Amended) The computer-implemented method as claimed in claim 36, further comprising the step of enabling the user to select said shell electronic greeting card from a list comprised of a plurality of shell electronic greeting cards.

46. (Currently Amended) The computer-implemented method as claimed in claim 36, further comprising the step of enabling the user to select said advertisement.

47. (Currently Amended) The computer-implemented method as claimed in claim 36, further comprising the step of enabling the compensation of at least one entity in connection with said step of electronically transmitting via the Internet said modified electronic greeting card to said at least one recipient.

48. (Currently Amended) The computer-implemented method as claimed in claim 47, wherein said at least one entity is the provider of the computer system on which said electronic greeting card is generated.

49. (Currently Amended) The computer-implemented method as claimed in claim 47, wherein said at least one entity is a user of the computer system on which said electronic greeting card is generated.

50. (Currently Amended) The computer-implemented method as claimed in claim 36, wherein said modified electronic greeting card includes an audio portion.

51. (Currently Amended) The computer-implemented method as claimed in claim 36, further comprising said advertisement being part of said primary message.

52. (Currently Amended) The computer-implemented method as claimed in claim 36, further comprising said advertisement being secondary to said primary message.

53. (Currently Amended) A system for the electronic distribution of advertisements, comprising:

a computer processing element configured to (1) generate a shell electronic greeting card including a primary message which a user wishes to convey to at least one recipient and (2) modify said shell electronic greeting card

to generate a modified electronic greeting card which includes an advertisement integrated into said shell electronic greeting card, said advertisement including information regarding at least one consumer product, said advertisement being integrated into the shell electronic greeting card such that the advertisement when seen may be perceived by said at least one recipient as part of said modified electronic greeting card without interfering with said primary message of said modified electronic greeting card; and

a computer communications element configured to electronically transmit via the Internet the modified electronic greeting card to the at least one recipient.

54. (Previously Presented) The system of claim 53, wherein the primary message relates to at least one of the following: an invitation to an event; a holiday, a life event, or a general greeting.

55. (Currently Amended) The system of claim 53, wherein said computer processing element is further configured to generate the shell electronic greeting card with said primary message located within at least one message region within said shell electronic greeting card.

56. (Currently Amended) The system of claim 55, wherein said computer processing element is further configured to generate the shell electronic greeting card with said advertisement located within at least one advertisement region within said modified electronic greeting card.

57. (Currently Amended) The system of claim 53, wherein said computer communications element is configured to transmit said modified electronic greeting cards using email; text messaging; or facsimile.

58. (Currently Amended) The system of claim 56, wherein said computer processing element is further configured to generate the shell electronic greeting card with said at least one advertisement region fixed in relation to said at least one

message region.

59. (Currently Amended) The system of claim 56, wherein said computer processing element is further configured to generate the shell electronic greeting card with said at least one advertisement region being mobile in relation to said at least one message region.

60. (Currently Amended) The system of claim 56, wherein said computer processing element is further configured to generate the shell electronic greeting card with said at least one advertisement region containing at least one image related to the consumer product.

61. (Currently Amended) The system of claim 56, wherein said computer processing element is further configured to generate the shell electronic greeting card with said at least one advertisement region containing at least one hyperlink.

62. (Currently Amended) The system of claim 53, wherein said computer processing element is further configured to receive a user selection of said shell electronic greeting card from a plurality of shell electronic greeting cards.

63. (Currently Amended) The system of claim 53, wherein said computer processing element is further configured to receive a user selected advertisement.

64. (Currently Amended) The system of claim 53, wherein said computer processing element is further configured to determine compensation for at least one entity in connection with electronically transmitting via the Internet said modified electronic greeting card to the at least one recipient.

65. (Currently Amended) The system of claim 63, wherein said computer processing element is further configured to determine compensation for the provider of

the system on which said electronic greeting card is generated.

66. (Currently Amended) The system of claim 63, wherein said computer processing element is further configured to determine compensation for a user of the system on which said electronic greeting card is generated.

67. (Currently Amended) The system of claim 53, wherein said computer processing element is further configured to generate said modified electronic greeting card including an audio portion.

68. (Currently Amended) The system of claim 53, wherein said computer processing element is further configured to generate said modified electronic greeting card having said advertisement being part of said primary message.

69. (Currently Amended) The system of claim 53, wherein said computer processing element is further configured to generate said modified electronic greeting card having said advertisement being secondary to said primary message.

70. (Currently Amended) A computer-implemented method for the electronic distribution of advertisements, said method comprising:

- a. generating, by a computer, a shell electronic greeting card including a primary message which a user wishes to convey to at least one recipient;
- b. modifying, by a computer, said shell electronic greeting card to generate a modified electronic greeting card which include an advertisement integrated into said shell electronic greeting card, said advertisement including information regarding at least one consumer product, said advertisement being integrated into the shell electronic greeting card such that when seen the advertisement may be perceived by said at least one recipient as part of said modified electronic greeting card without interfering with said primary message of said modified electronic greeting

card; and

- c. electronically transmitting by a computer and via the Internet an invitation, ~~via the Internet~~, to view the modified electronic greeting card to said at least one recipient.

71. (Currently Amended) The computer-implemented method as claimed in claim 70, further comprising said shell electronic greeting card providing a primary message related to at least one of the following: an invitation to an event; a holiday, a life event, or a general greeting.

72. (Currently Amended) The computer-implemented method as claimed in claim 70, further comprising providing said primary message within at least one message region within said shell electronic greeting card.

73. (Currently Amended) The computer-implemented method as claimed in claim 72, further comprising providing said advertisement within at least one advertisement region within said modified electronic greeting card.

74. (Currently Amended) The computer-implemented method as claimed in claim 70, wherein electronically transmitting by a computer and via the Internet further comprises sending said invitation using email; text messaging; or facsimile.

75. (Currently Amended) The computer-implemented method as claimed in claim 73, wherein said at least one advertisement region is fixed in relation to said at least one message region.

76. (Currently Amended) The computer-implemented method as claimed in claim 73, wherein said at least one advertisement region is mobile in relation to said at least one message region.

77. (Currently Amended) The computer-implemented method as claimed in claim 73, further comprising providing said at least one advertisement region containing at least one image related to the consumer product.

78. (Currently Amended) The computer-implemented method as claimed in claim 73, further comprising providing said at least one advertisement region containing at least one hyperlink.

79. (Currently Amended) The computer-implemented method as claimed in claim 70, further comprising the step of enabling the user to select said shell electronic greeting card from a list comprised of a plurality of shell electronic greeting cards.

80. (Currently Amended) The computer-implemented method as claimed in claim 70, further comprising the step of enabling the user to select said advertisement.

81. (Currently Amended) The computer-implemented method as claimed in claim 70, further comprising the step of enabling the compensation of at least one entity in connection with said step of electronically transmitting via the Internet said invitation to said at least one recipient.

82. (Currently Amended) The computer-implemented method as claimed in claim 71, wherein said at least one entity is the provider of the computer system on which said electronic greeting card is generated.

83. (Currently Amended) The computer-implemented method as claimed in claim 71, wherein said at least one entity is a user of the computer system on which said electronic greeting card is generated.

84. (Currently Amended) The computer-implemented method as claimed in claim 70, wherein said modified electronic greeting card includes an audio portion.



85. (Currently Amended) The computer-implemented method as claimed in claim 70, further comprising said advertisement being part of said primary message.

86. (Currently Amended) The computer-implemented method as claimed in claim 70, further comprising said advertisement being secondary to said primary message.

87. (Currently Amended) A system for the electronic distribution of advertisements, comprising:

a computer processing element configured to (1) generate a shell electronic greeting card including a primary message which a user wishes to convey to at least one recipient and (2) modify said shell electronic greeting card to generate a modified electronic greeting card which includes an advertisement integrated into said shell electronic greeting card, said advertisement including information regarding at least one consumer product, said advertisement being integrated into the shell electronic greeting card such that the advertisement when seen may be perceived by said at least one recipient as part of said modified electronic greeting card without interfering with said primary message of said modified electronic greeting card; and

a computer communications element configured to electronically transmit an invitation, via the Internet, to view the modified electronic greeting card to the at least one recipient.

88. (Previously Presented) The system of claim 87, wherein primary message relates to at least one of the following: an invitation to an event; a holiday, a life event, or a general greeting.

89. (Currently Amended) The system of claim 87, wherein said computer processing element is further configured to generate the shell electronic greeting card with said primary message located within at least one message region within said shell

electronic greeting card.

90. (Currently Amended) The system of claim 89, wherein said computer processing element is further configured to generate the shell electronic greeting card with said advertisement located within at least one advertisement region within said modified electronic greeting card.

91. (Currently Amended) The system of claim 87, wherein said computer communications element is further configured to transmit said invitation to view the modified electronic greeting card using email; text messaging; or facsimile.

92. (Currently Amended) The system of claim 90, wherein said computer processing element is further configured to generate the shell electronic greeting card with said at least one advertisement region fixed in relation to said at least one message region.

93. (Currently Amended) The system of claim 90, wherein said computer processing element is further configured to generate the shell electronic greeting card with said at least one advertisement region being mobile in relation to said at least one message region.

94. (Currently Amended) The system of claim 90, wherein said computer processing element is further configured to generate the shell electronic greeting card with said at least one advertisement region containing at least one image related to the consumer product.

95. (Currently Amended) The system of claim 90, wherein said computer processing element is further configured to generate the shell electronic greeting card with said at least one advertisement region containing at least one hyperlink.

96. (Currently Amended) The system of claim 87, wherein said computer processing element is further configured to receive a user selection of said shell electronic greeting card from a plurality of shell electronic greeting cards.

97. (Currently Amended) The system of claim 87, wherein said computer processing element is further configured to receive a user selected advertisement.

98. (Currently Amended) The system of claim 87, wherein said computer processing element is further configured to determine compensation for at least one entity in connection with electronically transmitting via the Internet said modified electronic greeting card to the at least one recipient.

99. (Currently Amended) The system of claim 97, wherein said computer processing element is further configured to determine compensation for the provider of the system on which said electronic greeting card is generated.

100. (Currently Amended) The system of claim 97, wherein said computer processing element is further configured to determine compensation for a user of the system on which said electronic greeting card is generated.

101. (Currently Amended) The system of claim 87, wherein said computer processing element is further configured to generate the modified electronic greeting card including an audio portion.

102. (Currently Amended) The system of claim 87, wherein said computer processing element is further configured to generate the modified electronic greeting card having said advertisement being part of said primary message.

103. (Currently Amended) The system of claim 87, wherein said computer processing element is further configured to generate the modified electronic greeting card having said advertisement being secondary to said primary message.

104. (Currently Amended) The computer-implemented method as claimed in claim 37, further comprising said shell electronic greeting card providing a primary message related to at least one of the following: Holidays; Religious Holidays; Catholic Holidays; Protestant Holidays; Jewish Holidays; Islamic Holidays; Non-Religious Holidays; Mother's Day; April Fool's Day; Birthdays; Family Birthday; Best Friend Birthday; Belated Birthday; Mother Birthday; Father Birthday; Sister Birthday; Daughter Birthday; Son Birthday; Husband Birthday; Wife Birthday; Grandchild Birthday; Grandparent Birthday; Thinking of You; Missing You; Congratulations; Get Well; Sympathy; Thank You; You're Welcome.

105. (Previously Presented) The system of claim 54, wherein the primary message relates to at least one of the following: Holidays; Religious Holidays; Catholic Holidays; Protestant Holidays; Jewish Holidays; Islamic Holidays; Non-Religious Holidays; Mother's Day; April Fool's Day; Birthdays; Family Birthday; Best Friend Birthday; Belated Birthday; Mother Birthday; Father Birthday; Sister Birthday; Daughter Birthday; Son Birthday; Husband Birthday; Wife Birthday; Grandchild Birthday; Grandparent Birthday; Thinking of You; Missing You; Congratulations; Get Well; Sympathy; Thank You; You're Welcome.

106. (Currently Amended) The computer-implemented method as claimed in claim 71, further comprising said shell electronic greeting card providing a primary message related to at least one of the following: Holidays; Religious Holidays; Catholic Holidays; Protestant Holidays; Jewish Holidays; Islamic Holidays; Non-Religious Holidays; Mother's Day; April Fool's Day; Birthdays; Family Birthday; Best Friend Birthday; Belated Birthday; Mother Birthday; Father Birthday; Sister Birthday; Daughter Birthday; Son Birthday; Husband Birthday; Wife Birthday; Grandchild Birthday; Grandparent Birthday; Thinking of You; Missing You; Congratulations; Get Well; Sympathy; Thank You; You're Welcome.

107. (Previously Presented) The system of claim 88, wherein primary message relates to at least one of the following: Holidays; Religious Holidays; Catholic Holidays; Protestant Holidays; Jewish Holidays; Islamic Holidays; Non-Religious Holidays; Mother's Day; April Fool's Day; Birthdays; Family Birthday; Best Friend Birthday; Belated Birthday; Mother Birthday; Father Birthday; Sister Birthday; Daughter Birthday; Son Birthday; Husband Birthday; Wife Birthday; Grandchild Birthday; Grandparent Birthday; Thinking of You; Missing You; Congratulations; Get Well; Sympathy; Thank You; You're Welcome.